

Exhibit 18
to Mao Declaration ISO
Plaintiffs' Motion for Leave to
Amend Complaint

Public Redacted Version

Message

From: Brenda Chen (Google Docs) [comments-noreply@docs.google.com]
Sent: 4/3/2019 1:07:21 AM
To: [REDACTED]
Subject: WAA Retention | Word design doc - UXW

Brenda Chen added comments to WAA Retention | Word design doc - UXW



WAA Retention | Word design doc - UXW

New

2 comments

Comments

Web & App Activity



Brenda Chen

I know this is an ongoing struggle that people don't understand what Web & App Activity is, but in this sentence is Web & App Activity referring to the actual data or the page here that contains the data? Maybe if we say "data" earlier or tying "you can see your data..." later in the paragraph back to web and app activity might be helpful?

ReplyOpen

pick



Brenda Chen

from messaging research, I believe the top benefits that resonated most with users involved quicker access to past searches. for example:

- save time with quicker access to past searches
- revisit things you've previously viewed

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